LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.

AD# 2647-D2-REQ # MS0637 "In The Bag" PAGE 4/C BLD (9½" x 11 ⅛")-NATL MAGS-1997

What's in our purse says a lot about us, which is why they have to be so big.

VIRGINIA SLIMS
It's a *woman* thing.

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8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

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Source: https://www.industrydocuments.ucsf.edu/docs/zlhp0003
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